

# MID SUMMER FABRICS!

**Palm Beach, Panama Cloth,  
Cool Crash Suits,**

**Ranging in Price from \$6 to \$10.**

**Panama, Leghorn, Senates,**

**And all Straw Hats from \$1 to \$6**

**Palm Beach Shoes \$1.50 to \$3.50**

**Midsummer Ties in Polka Dots, large or  
small dots, and other colors.**

**Trunks and Bags for your  
Vacation.**

**J. H. SUMMER & CO.**

## TANLAC'S SUCCESS IS DUE TO MERITS

"HOT AIR WILL PUT UP A BAL-  
LOON, BUT IT WON'T KEEP IT  
UP," SAYS A NOTED AD-  
VERTISER

### TANLAC'S RECORD IS SUPREME

Should Value Be Lacking, the Gen-  
eral Public Long Ago Would  
Have Lost Faith in  
Tanlac.

This is an age of advertising, and  
everyone is familiar with the popular  
saying, "It pays to advertise."

Advertising is a business force. So  
potent is the charm cast by its spell  
it has been known to perform mar-  
velous feats and to accomplish phen-  
omenal results.

It cannot be truly said, however,  
that everyone who advertises suc-  
ceeds for unless full value underlays  
the article advertised the advertising  
would ultimately fall of its own  
weight. In this connection we must  
not forget the words of the immor-  
tal Lincoln, who said: "You can fool  
some of the people all the time; you  
can fool all of the people some of the  
time, but you cannot fool all of the  
people all of the time." So if there is  
not behind every advertisement a dol-  
lar and cents value to the article ad-  
vertised, no amount of advertising  
will stimulate the sale on such an  
article beyond a certain point. This  
applies to every line of business and  
the modern business man or firm can  
only succeed through honest advertis-  
ing and fair dealing.

One of the most successful adver-  
tisers in America today is L. T. Coop-  
er, the manufacturer of the new me-  
dicine, Tanlac. On one occasion Mr.  
Cooper said: "Hot air will put a bal-  
loon up, but it won't keep it there."  
When I offered Tanlac to the world  
something over a year ago, I did so  
with the firm conviction that I was  
offering to the people the best and  
purest product of its kind on the  
American market today and I did not  
hesitate to expend vast sums for ad-  
vertising because I knew the more  
the people knew about it the more  
they would like it.

The success of the preparation was  
immediate, and the people every-

where were quick to recognize its  
merit and wonderful cura-  
tive powers. I have never claimed  
Tanlac to be a "cure all" or that it  
would perform unheard of wonders  
but I stated facts, stated them in a  
straight-forward and business-like  
way and in a manner that has com-  
manded confidence in the conserva-  
tive claims set forth.

Underlying these claims has been  
real value, not from a dollars and  
cents point alone but from health as  
well. The phenomenal success the  
preparation has now achieved is fa-  
miliar to everyone. No matter where  
you go Tanlac is a household word.  
It has brought a new romance to the  
modern business world. It is a story  
of an acceptance and appreciation of  
merit, never before obtained by a  
proprietary medicine. Conservative  
business men, to whom the actual  
figures of the production of Tanlac  
have been presented, have scouted  
them until the proof was shown.

The production of Tanlac now  
stands at the rate of almost 5,000,-  
000 bottles per year, or to be more  
correct 4,800,000. The sale of 1,000,-  
000 bottles during the first nine  
months probably exceeded any record  
ever before made by a proprietary  
medicine.

Through the Atlanta office alone  
approximately 400,000 bottles have  
been sold and distributed since De-  
cember 1st, and the South alone now  
requires over 1,000,000 bottles per  
year.

These enormous sales mean but  
one thing, and that is merit. One  
bottle is sold in a neighborhood  
through advertising, but ten more are  
sold after the first bottle produces  
results. People are always willing  
to tell about their ailments, but they  
are more than willing to tell others  
of any medicine that helps them. It  
is something they can't keep to them-  
selves because the impulse to sym-  
pathize with fellow sufferers and  
want to help them is one of the  
strongest as well as one of the big-  
gest things in human nature.

Tanlac, the master medicine, is sold  
exclusively by Gilder & Weeks,  
Newberry; Prosperity Drug Co., Pros-  
perity; Little Mountain Drug Co., Lit-  
tle Mountain; Dr. W. O. Holloway,  
Chappells; Whitmire Pharmacy, Whit-  
mire; D. J. Livingston, Silverstreet.  
Price \$1 per bottle straight.—Adv.

## Card of Thanks

We want to thank each one who  
helped us during the illness of our  
dear little baby boy. The doctors,  
the neighbors and friends were most  
kind and attentive. The many ex-  
pressions of interest and sympathy  
of those who came to enquire. All  
this helped us to bear our sorrow  
more than we can say.

God bless you!  
With sincere appreciation.  
Mr. and Mrs. J. T. Senn.

The Woman's Missionary society of  
Central Methodist church meets Mon-  
day afternoon at 5 o'clock at the  
church.

## STATE OF SOUTH CAROLINA, COUNTY OF NEWBERRY.

Court of Common Pleas.  
James C. Sample, Plaintiff.

against  
William McD. Rook, Defendant.

By virtue of an order of the court  
herein, I will sell before the court  
house door at Newberry, S. C., at pub-  
lic auction, to the highest bidder,  
within the legal hours of sale, on  
Monday, salesday in July, 1916, the  
same being the 3d day of said month,  
all that lot or parcel of land lying  
and being situate in the village of  
Helena, in the county of Newberry  
and State aforesaid, containing two-  
thirds of an acre, more or less, and  
bounded by lands of A. E. Trapp and  
G. T. Coleman, and separated from  
lot of land formerly of J. E. Sligh by  
a public road; this being the same lot  
of land conveyed to said defendant  
by deed by W. W. McMorries and C.  
E. Stephenson, which deed is now of  
record in the office of the register of  
mesne conveyances of Newberry  
county in Deed Book No. 14, at page  
519.

Terms of sale: Cash. The pur-  
chaser will be required to deposit  
with the master at least \$25 imme-  
diately upon the acceptance of his bid,  
as an evidence of his good faith and  
shall comply with the terms of sale  
within ten days from the date of sale.  
If the said terms are not complied  
with, the master will resell said prem-  
ises on the following salesday at pur-  
chaser's risk. Purchaser to pay for  
papers and revenue stamps.

H. H. Rikard,  
Master.

June 12, 1916.

## Col. Roosevelt Urges All Progressives Support Hughes

Greenwood Journal.

Chicago, June 26.—Col. Theodore  
Roosevelt today formally announced  
he would support Charles E. Hughes  
for president. He declined the Pro-  
gressive nomination in a formal  
statement and urged all Progressives  
to support the Republican nominee.

In his letter to the Progressive  
national committee, Col. Roosevelt  
bitterly assails the Wilson adminis-  
tration, refers in vigorous language  
to the part the German-American al-  
liance may play in the election, and  
pays a tribute to the fine character  
of Mr. Hughes.

### We Must Not Sulk.

Referring to the Progressive party,  
Col. Roosevelt says:

"It is impossible for us Progres-  
sives to abandon our convictions. But  
we are faced with the fact that as  
things actually are the Progressive  
national organization no longer of-  
fers the means whereby we can make  
these convictions effective in our na-  
tional life. Under such circumstances,  
our duty is to do the best we can, and  
not to sulk because our leadership is  
rejected. That we ourselves continue  
to believe that the course we advo-  
cated was in the highest interest of  
the American people is aside from  
the question. It is unpatriotic to re-  
fuse to do the best possible merely be-  
cause to do the best possible merely be-  
position to do what we regard as the  
very best. It remains for us, good  
humoredly and with the common  
sense, to face the situation and en-  
deavor to get out of it the best that  
it can be made to yield from the  
standpoint of the interests of the na-  
tion as a whole."

### In Favor of Hughes.

Discussing Candidate Hughes and  
the German-American alliance, he  
says:

"It is urged against Mr. Hughes  
that he was supported by the vari-  
ous so-called German-American al-  
liances. I believe the attitude of these  
professional German-Americans was  
due, not in the least to any liking  
for Mr. Hughes, but solely to their

antagonism to me. They were bound  
to defeat me for the nomination. The  
only way by which they could  
achieve this object was by support-  
ing Mr. Hughes and they supported  
him accordingly, without any regard  
to other considerations.

"Mr. Hughes' character and his  
whole course of conduct in public  
affairs justify us in the assured con-  
viction that the fact that these men  
have for their own purposes support-  
ed him well, in no shape or way af-  
fect his public actions before or after  
election. His entire public life is a  
guarantee of this."

### As to Mr. Wilson.

The message concludes as follows:  
"Mr. Wilson has been tried and  
found wanting. His party, because  
of its devotion to the outworn theory  
of State rights, and because of its re-  
liance upon purely sectional support,  
stands against that spirit of far  
sighted nationalism which is essen-  
tial if we are to deal adequately with  
our gravest social and industrial  
problems. Mr. Wilson and his party  
have in actual practice lamentably  
failed to safe-guard the interest and  
honor of the United States. They  
have brought us to impotence abroad  
and to division and weakness at  
home. They have accustomed us to  
home. They have accustomed us to  
see the highest and most responsible  
offices of government filled by incom-  
petent men appointed only for rea-  
sons of partisan politics. They have  
dulled the moral sense of the people.  
They have taught us that peace, the  
peace of cowardice and dishonor and  
indifference to the welfare of others,  
is to be put above righteousness,  
above the stern and unflinching per-  
formance of duty whether the duty  
is pleasant or unpleasant. Yet in  
Mexico they have failed even to se-  
cure the peace which they thus  
sought; and they have failed in spite  
of the most ample opportunity and  
most ample warning, to prepare in  
any real fashion to meet the crisis  
which their own policy invited. They  
have taught us to put "safety first,"  
safety before duty and honor; to put

that materialism which expresses it-  
self in mere money making and in  
the fatted ease of life, above all spir-  
itual things, above all the high and  
fine instincts of the soul. They have  
taught us to accept adroit elocution  
as a substitute for straightforward  
and efficient action. They have rais-  
ed indecision, hesitancy and vacilla-  
tion into a settled governmental pol-  
icy.

### Hughes' Character.

"Mr. Hughes has shown in his ca-  
reer the instinct of efficiency which  
will guarantee that, under him, the  
government will once more work  
with vigor and force. He possesses  
that habit of straightforward think-  
ing which means that his words will  
be correlated with his deeds and  
translated into facts. His past career  
is warrant for our belief that he will  
be the unfaltering opponent of that  
system of invisible government  
which finds expression in the domi-  
nation of the party boss and the  
party machine. His past career is a  
guarantee that whatever he says be-  
fore election will be made good by  
his acts after election. Morally, his  
public record shows him to be a man  
of original and trained ability. We  
have the alternative of continuing in  
office an administration which has  
proved a lamentable failure, or of  
putting into office an administration  
which we have every reason to be-  
lieve will function with efficiency for  
the interest and honor of all our  
people. I earnestly bespeak from my  
fellow Progressives their ungrudging  
support of Mr. Hughes."

## Good Looks are Easy

with

**Magnolia  
Balm.**



Look as good as your city cousins. No  
matter if you do Tan or Freckle Magnolia  
Balm will surely clear your skin instantly.  
Heals Sunburn, too. Just put a little on  
your face and rub it off again before dry.  
Simple and sure to please. Try a bottle  
to-day and begin the improvement at  
once. White, Pink and Rose-Red Colors.  
75 cents at Druggists or by mail direct.

**SAMPLE FREE.**

LYON MFG. CO., 40 So. 5th St., Brooklyn, N.Y.

**A Few More Days Left  
In which to buy at a bargain  
your Summer Dress,  
Laces,**

**Embroideries,  
Oxfords,**

**Ribbons, etc.**

**Men's Palm Beach Suits,  
Values \$7.50, price to close \$3.75**

**Good Lot Men's Pants  
Very Cheap.**

**Men's Shirts 38c and 75c**

**Carolina Cash Co.'s Old Stand.**

**PEERS & MALPASS**

**Standard Patterns 10c.**